
Reframing for Impact

CHARLOTTE BUSINESS ADVISORY COMMITTEE

October 12, 2020

PURPOSE

Advise the City of Charlotte on legislative and operational policies to help advance success and sustainability for businesses in the city.

1. Provide a platform for businesses to collaborate, gain access to information and resources, and highlight needs.
 2. Provide recommendations and advice to City Council on ways the City can help businesses.
 3. Represent the interest of businesses in the city.
 4. Serve as a conduit and advocate to advance the interests of businesses.
 5. Collaborate with the City of Charlotte, the Charlotte Regional Business Alliance, and other economic development focused partners to create an ecosystem for business growth and sustainability.
 6. Keep City Council and City Department Managers abreast of conditions in the business community and how these conditions might affect business-government relations and needs for public services.
 7. Partner with staff and City Council to increase awareness of business services, support and opportunities.
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IMPACT

The need for our work is increasing.

Opportunity to revise the structure of the Business Advisory Committee to increase outcomes and impact.

Expand collaborations with similar boards and committees.

Two Initial Phases

- 1. Strengthen the Foundation - Revisit Infrastructure of Board and Strategic Collaborations*
 - 2. Establish Small Business Culture - City Policies and Operational Processes to inform a comprehensive Small Business Strategy*
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COMMITTEE STRUCTURE

1. Align the committee to more closely align with best practices for effective board assignment and selection
 - Committee self-assessment underway now
 2. Provide guidelines to partner associations for appointments that support an ideal profile of a committee member, or to fill a knowledge gap that is needed
 3. Strengthen board through the diversity in
 - › *business size*
 - › *industries represented*
 - › *business acumen*
 - › *overall business community engagement*
 4. Add three seats appointed by Committee Chair in conjunction with staff that aligns with current needs of the board and/ or market needs/ business climate
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COLLABORATIONS

- › Greater collaboration with Council on appointments that support the work of the committee
 - › Activate sub-committee structure for increased partnerships with the Alliance and County
 - › Expand engagement with the City's Community Resource Partners
 - › Continue to implement tools and leverage existing resources for real-time feedback regarding business community needs, issues and success stories
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WHAT WE NEED TODAY

APPROVAL TO MOVE FORWARD WITH

1. Collaboration on Council Appointments
 2. Addition of three seats
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